

# Fruity King Vers Sap BV in Soft Drinks (Netherlands)

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## Abstracts

Fruity King is expected to maintain its focus on health-positioned soft drinks products over the forecast period, with an emphasis on quality and freshness. It is expected to launch new products that contain premium ingredients, with a focus on provenance. The company is likely to benefit from the high-quality and healthy image of its brands, along with its focus on the environment, for example through its ethical supply agreements and use of environmentally-friendly packaging.

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**Product coverage:** Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Fruit/Vegetable Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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